

Mobile ready Hero Images

Lessons learned & reflections to share

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Validoo MediaStore

enables our customers to create and share standardized product images for all sales channels

60 Recipients

1010 Manufactures

120 000 Images 30% CGI New Hero





Pilot: Mobile Hero Ready Images

Objective: to help brand owners and retailers by establishing common guidelines mobile hero images

Goal: Define the minimum set of guidelines that brand owners and retailers can follow to achieve consistency in creating, sharing and displaying hero images

Reference group: Ica, Coop & Mathem (retailers)
Essity, Carlsberg, Di Luca, Orcla Foods, Dr Oetker & Unilever



Reflections of usage Cambridge model





Remove unreadable information from image

Improve legibility of key information on pack

Remove icons like "Fair trade"- yes if retailers show the icon in their web shop

Squarish, use full canvas – *suitable for other* package type if cropped, not only 2D, Package type/form is important















Addition of variation information in graphical devices like banners – mixed opinions among users, more noise?



Mobile Hero Online Optimized Pack shots @ Essity















Hero packshot initiatives @ Essity

Some examples of Mobile Hero Online Optimized Packshots we have done



Edet toilet paper

- Pilot project together with Validoo
- High realism, based on Cambridge study



Libero Touch diapers

- Cooperation with local Swedish agency
- Inspired by Cambridge, focus on category specific elements



TENA monthlies incontinence care

- Dedicated online assortment @ Amazon
- Medium realism, neutral pack coloring makes elements stand out

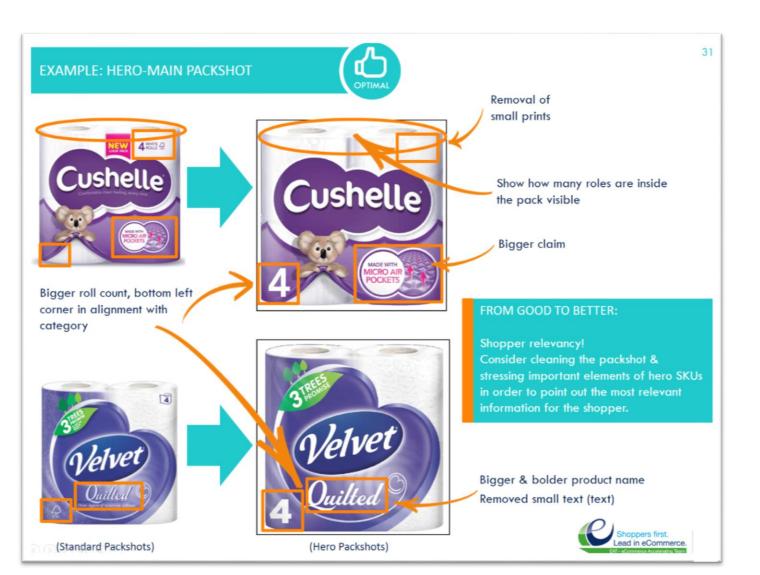


Plenty household paper in UK

- Our most refined CGI hero image so far
- Lowest realism, hero image that should really stand out



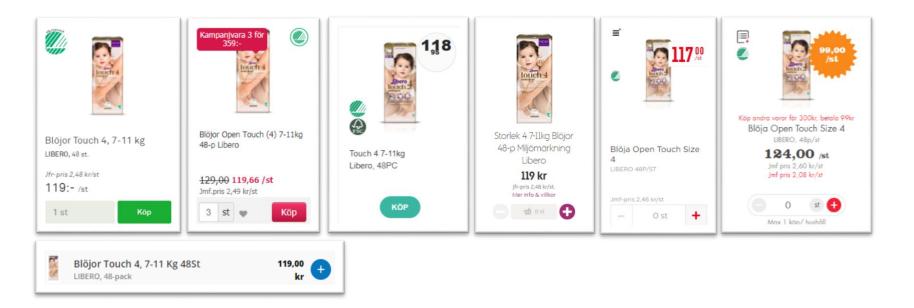
Internal Essity commercial content guidebook





The challenge

To agree on a common standard for all manufacturers and retailers + deliver the optimal online shopper experience





The lack of standard for Hero Images

Without a standard some issues are...

Situation	Consequence
All manufacturers takes a different approach	Retailers will end up with a potpourri of different kind of images. Will negatively impact the online shopper experience
Different manufacturers will approach retailers with different assets and in different ways	Some retailers are resistant to the initiative since there isn't a standard in place
No guidance or standard for where elements in image should be placed	Without standard all retailers will have a different approach on where on top stickers will be placed
No guidance on which elements to include in hero images	Challenge to find right balance of information to address new vs loyal shoppers
We don't know how to deal with languages	Confusion about if we should have English across all markets or should localize



Reflections – key takeaways

- Brand, variant, format and size should be highlighted
- Icons –3rd party logos e.g. Fair trade, enhanced in image or out of image in web shop, both?
- Identification Mobile Hero images vs Packshots (M2M & UI)















Which guidelines need to be harmonized and to what level? Keep it simple!



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